



**AREA A.** The current pattern of land use for the area is shaped primarily by recent development and construction. The east side of Ramsey Street should continue to offer a single-family land use focus supported by community and institutional uses (Long Hill Elementary School). Single- and multi-family uses are appropriate to the west side of Ramsey Street. Higher densities within these land use categories should be supported to create walkable neighborhoods with access to employment, transit and recreation facilities. Office and institutional uses, especially proximate to I-295, should also be encouraged. These serve to compliment the success of the Cape Fear Valley Health Pavillion North site and build on increasingly favorable access due to the western extension of I-295. Neighborhood commercial uses should be limited to those already present in Area A. The City should also continue to work closely with Cumberland County to discourage development sprawl north of the study area and the Goodyear Fayetteville Plant. Strategic opportunities for key regional employment centers that can leverage the logistical benefits of I-295 and the area should be encouraged.

**AREA B.** Building upon the positive attributes and anchors of the area--proximity to Methodist University, Ft. Bragg, the Goodyear Fayetteville Plant and other employment centers as well as expanded regional mobility provided by the future I-295 interchange and transit offerings--a continuation of a multi-family pattern of land use along Ramsey Street is appropriate and supported by this plan. Area B residential densities should be greatest near Methodist University and other locations where clustering can yield positive synergies associated with dedication of open space, creation of walkable neighborhoods, and adjacency to community facilities and small neighborhood commercial nodes. Similar to Area A, office and institutional uses should be encouraged near I-295. Commercial uses oriented to retail activity should be limited to those presently found in Area B.

**AREA C.** Area C underpins the ultimate success of Ramsey Street as a place. Addressing the key challenges--increasing commercial vacancies, sprawling parking, traffic congestion, deteriorating visual character--and capitalizing on the many strengths of the area over a 10- to 20-year time horizon will result in long term support for a socially and economically healthy place within Ramsey Street and the Fayetteville community overall. To this end, recasting Area C as mixed-use, urban infill district is considered essential to the plan. Mixed-use land designation will accommodate and foster the coordinated development of a compatible and balanced mix of mutually supporting living, working, shopping, educating, entertainment, and recreating uses. This district should be subject to flexible standards intended to encourage an appropriate scale and balance of uses and development to ensure district development is compatible with surrounding uses. Several other strategies--discussed in Section 4 of this report--are also considered essential for Area C and include: Reuse of vacated big box commercial spaces; corridor beautification; development and integration of vacant unincorporated parcels; expansion of connectivity; and support for smart growth oriented, urban infill clusters of diverse activities.

**AREA D.** The land use strategy for Area D provides increased residential and commercial activity at strategic nodes along this portion of the corridor. Emphasis should be on maintaining/building walkable neighborhoods with access to small neighborhood commercial and institutional nodes. Where primary roadway intersections or major employment centers are present--Country Club Drive, Rosehill Road, and surrounding the US Veterans Medical Center--increased residential densities are desirable. Residential over commercial and similar mixed-use configurations are supported in this area, especially surrounding the Rosehill Road intersection. Improved access from Rosehill Road to Ramsey Street via Courtney Street or other link should be explored.

In remaining areas, single-family uses should continue to be maintained. Community concern exists on the potential for commercial strip development along this portion of Ramsey Street. Commercial strip development allowed unchecked would likely contribute to greater traffic congestion as well as the potential for deterioration of residential properties one or two parcels behind the potential use. Single-family residential can include moderate densities and attached dwellings. This is especially desirable where multiple smaller parcels can be combined to reduce turning movements from Ramsey Street into the parcel, move parking to small functional alleys or parking behind the structure and create more substantive pedestrian friendly massings along Ramsey Street.

**AREA E.** Increased residential densities are encouraged between Hillsboro and Ramsey Streets, allowing new development to occur with walking distance of a major employment and transportation node. Similar to Area D, there is community concern about unimpeded commercial strip development along the Ramsey Street. To this end, single family uses are predominantly maintained along the eastern edge of Ramsey Street from Mullins Avenue to Rosehill Road to prevent erosion of the scale and character of surrounding neighborhoods.

The intersection of Langdon and Ramsey Streets presents a major point of congestion during peak hour traffic periods. Continued exploration of reconfiguration options for this intersection needs to occur.

**AREA F.** Area F serves as the primary transition into downtown, and as such, commercial uses supporting the business activities found within the downtown core are encouraged. Higher density, multi-family residential areas complement commercial and downtown uses. Residential over commercial and similar mixed-use configurations are supported in this area. On street parking with additional parking concealed from the street behind building massings, pedestrian facilities and street trees and street furniture are encouraged.

**LEGEND:**

- SINGLE-FAMILY RESIDENTIAL
- MULTI-FAMILY RESIDENTIAL
- COMMERCIAL
- GOVERNMENT OFFICE
- INSTITUTIONAL
- PARK/OPEN SPACE
- MIXED USE (FOCUS AREA)